



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Luc, Inc.
25 Whitlock Place, SW
#201
Marietta, GA 30064-3142

Contract # 332045

Schedule Dates 10/17/12-10/26/12
Advertiser Pol/J Atkinson/D/Oh/N/C (16948)
Agency Luc, Inc. (2895)
Product Political (1065)
Brand 2453 NC SUPERINT (137529)
Salesperson Telerep/Atlanta, Atlanta (1044)
Sales Office Telerep/Atlanta
Buyer Name MILLS,AMY
Phone/Fax /
CPE 2453
Account Types National/Political
Billing Type Standard
Comments ATKINSON NC SUPERINT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Date Entered 09/19/12
Last Modified 09/19/12
Entered By Jill Hipskind
CO-OP No
Headline # 06322869
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,620.00
Net Total \$9,180.00
Sales Tax

Charlotte (WSOC)
By Broadcast Month

Month	Spots	Rate
Oct. 2012	21	\$10,800.00
Grand Total:	21	\$10,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	6:30A- 7A (EST)						1			1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/19/12
2.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	6:30A- 7A (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/19/12
3.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	7A- 8A (EST)					1				1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/19/12
4.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	7A- 8A (EST)						1			1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/19/12
5.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	7A- 8A (EST)							1		1	\$325.00	\$325.00	Charlotte (WSOC)	NEWS SAT	9/19/12
6.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	7A- 8A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)	NEWS SUN	9/19/12
7.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	9A- 10A (EST)		1							1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE W KELLY	9/19/12
8.0	Normal Line / Spot	10/24/12-10/24/12	5	:30	9A- 10A (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE W KELLY	9/19/12
9.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	10A- 11A (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/19/12
10.0	Normal Line / Spot	10/23/12-10/23/12	5	:30	10A- 11A (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/19/12
11.0	Normal Line / Spot	10/17/12-10/17/12	5	:30	10:58A- 11:57A (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)	VIEW	9/19/12
12.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	10:58A- 11:57A (EST)					1				1	\$550.00	\$550.00	Charlotte (WSOC)	VIEW	9/19/12
13.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	12P- 1P (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12
14.0	Normal Line / Spot	10/23/12-10/23/12	5	:30	12P- 1P (EST)		1							1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Charlotte (WSOC)
By Broadcast Month
Oct. 2012
Grand Total:
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\$10,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/24/12-10/24/12	5	:30	12P- 1P (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12
16.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	12P- 1P (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12
17.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	2P- 3P (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	GENERAL HOSPITAL	9/19/12
18.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	3P- 4P (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	KATIE	9/19/12
19.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	3P- 4P (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	KATIE	9/19/12
20.0	Normal Line / Spot	10/17/12-10/17/12	5	:30	5P- 5:30P (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS @ 5	9/19/12
21.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	5P- 5:30P (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS @ 5	9/19/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

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SEP18/12 16.00
*** WSOC-TV ***

PROGRAM : GMA
CON COM1 : GMA

REP HEADLINE# 6322869
 *** ORIGINAL REV#0 ***

REP: TEL# 404-848-0800 FAX# 404-848-9552
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP18/12 16.00
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-800A	30		\$775.00	10/26	10/26	1		FRI	1
			PROGRAM : GMA									
			CON COM1: GMA									
5			700A-800A	30		\$325.00	10/20	10/20	1		SAT	1
			PROGRAM : NEWS SAT									
			CON COM1: NEWS SAT									
6			700A-800A	30		\$300.00	10/21	10/21	1		SUN	1
			PROGRAM : NEWS SUN									
			CON COM1: NEWS SUN									
7			900A-1000A	30		\$375.00	10/22	10/22	1		MON	1
			PROGRAM : LIVE W KELLY									
			CON COM1: LIVE W KELLY									
8			900A-1000A	30		\$375.00	10/24	10/24	1		WED	1
			PROGRAM : LIVE W KELLY									
			CON COM1: LIVE W KELLY									
9			1000A-1100A	30		\$375.00	10/19	10/19	1		FRI	1
			PROGRAM : DR PHIL									
			CON COM1: DR PHIL									
10			1000A-1100A	30		\$375.00	10/23	10/23	1		TUE	1
			PROGRAM : DR PHIL									
			CON COM1: DR PHIL									
11			1100A-1200N	30		\$550.00	10/17	10/17	1		WED	1
			PROGRAM : VIEW									
			CON COM1: VIEW									
12			1100A-1200N	30		\$550.00	10/25	10/25	1		THU	1
			PROGRAM : VIEW									
			CON COM1: VIEW									

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REP HEADLINE# 6322869
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 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP18/12 16.00
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			1200N-100P PROGRAM : NEWS MIDDAY CON COM1: NEWS MIDDAY	30		\$375.00	10/18	10/18	1		THU	1
14			1200N-100P PROGRAM : NEWS MIDDAY CON COM1: NEWS MIDDAY	30		\$375.00	10/23	10/23	1		TUE	1
15			1200N-100P PROGRAM : NEWS MIDDAY CON COM1: NEWS MIDDAY	30		\$375.00	10/24	10/24	1		WED	1
16			1200N-100P PROGRAM : NEWS MIDDAY CON COM1: NEWS MIDDAY	30		\$375.00	10/26	10/26	1		FRI	1
17			200P-300P PROGRAM : GENERAL HOSPITAL CON COM1: GENERAL HOSPITAL	30		\$375.00	10/26	10/26	1		FRI	1
18			300P-400P PROGRAM : KATIE CON COM1: KATIE	30		\$375.00	10/18	10/18	1		THU	1
19			300P-400P PROGRAM : KATIE CON COM1: KATIE	30		\$375.00	10/22	10/22	1		MON	1
20			500P-530P PROGRAM : NEWS @ 5 CON COM1: NEWS @ 5	30		\$850.00	10/17	10/17	1		WED	1
21			500P-530P PROGRAM : NEWS @ 5 CON COM1: NEWS @ 5	30		\$850.00	10/25	10/25	1		THU	1

REP HEADLINE# 6322869
 *** ORIGINAL REV#0 ***

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 SEP18/12 16.00
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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OCT/12						10800.00						
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CONTRACT TOTAL 10800.00
 TOTAL SPOTS 21

MARKET TOTALS \$10,800 WSOC 100% WBTV 0% WCNC 0% WCCB 0% WJZY 0% WMYT 0% WAXN 0%
 CABL 0%

OUR SHARE PER BYR

SVC- NSI
 DEMOS- RA35+*